

METHOD AND APPARATUS DISPLAYS SELECTED PREFERENCES

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] METHODS FOR A CUSTOMIZED CASINO GAME U.S. Ser. No. 09/965,165 filed Sep. 26, 2001.

STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

[0002] Not Applicable

REFERENCE TO A "MICROFICHE APPENDIX"

[0003] Not Applicable

BACKGROUND OF THE INVENTION

[0004] 1. Field of the Invention

[0005] The present invention relates to casino games of chance and, in particular, to improvements in the methods of players being able to preferentially personalize the gaming machine by player selection.

[0006] 2. Description of Related Art Including Information Disclosed Under 37 CFR 1.97 and 1.98

[0007] Slot machines have become the most important contributor to revenue on casino floors. Several methods have historically been adopted in order to try to attract or woo players to a particular machine.

[0008] First, those with a theme are often selected for play. The theme somehow connects with the player's emotions, moods, or fond memories of previous play. It is common to have the same inner workings on many different machines as the outside of the machine including the symbols and the casino or manufacturer can easily change the slot glass. The machine signage, symbols, and slot glass can be replaced with very little down time. Hence, a "new" machine is available for play in short order. Thus, to the player the same machine may have an entirely different look and theme in a matter of minutes.

[0009] For video slot machines, the "swapping out" of games is even easier and may be accomplished in large part by simply replacing the software. There are multi-game machines whereat the player can select one or more different games to play. So if a player is not satisfied with the game play, a touch screen menu allows the player to change the game or denomination. Consequently, the game manufacturers provide player choice in an effort to provide differentiation of game play.

[0010] As an example of minimal differentiation, IGT's game "Austin Powers" has three different top glass designs for the same base game. As such, players may sit at the machine with the glass they prefer. The base game is identical, however.

[0011] As a further example of minimal differentiation, IGT's game "Fortune Cookie" allows the player to touch an on-screen reel symbol which changes from "MSG" to "No MSG." While the "MSG" or "No MSG" symbols are a part of the game play (i.e., they appear on the reels themselves), the player choice does not affect game outcome. The effect

is on-screen and subtle; as such one must be in the game's immediate vicinity to discern it.

[0012] While many machines utilize multimedia (e.g., sound, lights, visual displays) to enhance the game play and serve as attract modes, these multimedia presentations are invariably identical on each machine. For example, one of the most popular gaming machines repeats the phrase "Wheel of Fortune" as an attraction while not being played, and makes the noise of a wheel spinning to excite the players and bystanders during play. Also cash less games exist that print a ticket while making the noise of coins falling in the tray, although no coins are dispensed. While these audio presentations add to the player appeal of the game, there is nothing personalized in these games.

[0013] Unfortunately, currently, players who walk into casinos and look at rows and rows of slot machines see basically identical machines with different packaging. That is, slot manufacturers have taken care to differentiate their product lines from those of competitors. But slot manufacturers have done very little to differentiate individual machines within a product line. Basically, all machines of a specific title are "cookie-cutter" copies of each other.

[0014] U.S. Pat. No. 6,350,199 has a gaming apparatus for an interactive video game to be displayed on a video display with a game controller to control the outcome of a game played on the gaming machine for display. A player interface couples to the gaming apparatus and is configured to input information data personally identifying a player operating the gaming machine. This personal identification data is then integrated into the game for integral display in the game outcome on the display. The game presentation is customized to include personal information relating to the player for display during play. Such personal information may include the player's name, age, birth date, digitized facial pictures of player and/or of the player's family, etc. Player interaction and interest substantially increase. The game controller has a first memory containing data to provide video content associated with the game. A second memory contains other data to provide video content associated with the personal identification data. The first memory is a "video" EPROM, while the second memory is a "video" RAM for temporarily storing the personal identification data. The game includes a video figurine having a head portion with a blank face slot for the digitized picture data of the player's face insertion whenever the figurine appears in the game presentation during play of the game. Thus, during a card game such as video electronic poker or video electronic blackjack, for example, the player's face may be presented in the King face card. The player interface can be a card reader for reading encoded personal identification data from a card, such as a SMARTCARD having a memory chip. Another player interface includes a keypad for allowing the player to key in information, or a network computer system electronically coupled to the game controller.

[0015] U.S. Pat. No. 6,315,666 has gaming machines and methods of use in which a main or primary display for displaying the outcome of a primary game and a secondary display for presenting primary, secondary, or even "tertiary information." Tertiary information refers to information that is not directly related to the play of a primary or secondary game. Tertiary information includes, for example, billboard information, advertisements, television programming,